



Sports and Leisure Market Potential

27 E Main St, Ware Shoals, South Carolina, 29692 3
 27 E Main St, Ware Shoals, South Carolina, 29692
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 34.40075
 Longitude: -82.24352

Demographic Summary		2018	2023
Population		1,774	1,807
Population 18+		1,433	1,458
Households		728	743
Median Household Income		\$30,492	\$33,549

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Participated in aerobics in last 12 months	63	4.4%	56
Participated in archery in last 12 months	30	2.1%	78
Participated in backpacking in last 12 months	39	2.7%	76
Participated in baseball in last 12 months	52	3.6%	87
Participated in basketball in last 12 months	77	5.4%	65
Participated in bicycling (mountain) in last 12 months	41	2.9%	70
Participated in bicycling (road) in last 12 months	113	7.9%	78
Participated in boating (power) in last 12 months	59	4.1%	80
Participated in bowling in last 12 months	92	6.4%	66
Participated in canoeing/kayaking in last 12 months	72	5.0%	76
Participated in fishing (fresh water) in last 12 months	208	14.5%	126
Participated in fishing (salt water) in last 12 months	45	3.1%	83
Participated in football in last 12 months	62	4.3%	99
Participated in Frisbee in last 12 months	34	2.4%	57
Participated in golf in last 12 months	99	6.9%	80
Participated in hiking in last 12 months	97	6.8%	56
Participated in horseback riding in last 12 months	29	2.0%	90
Participated in hunting with rifle in last 12 months	93	6.5%	153
Participated in hunting with shotgun in last 12 months	75	5.2%	156
Participated in ice skating in last 12 months	27	1.9%	63
Participated in jogging/running in last 12 months	111	7.7%	60
Participated in motorcycling in last 12 months	59	4.1%	129
Participated in Pilates in last 12 months	29	2.0%	72
Participated in ping pong in last 12 mos	27	1.9%	50
Participated in rock climbing in last 12 mos	9	0.6%	37
Participated in skiing (downhill) in last 12 months	24	1.7%	56
Participated in soccer in last 12 months	34	2.4%	58
Participated in softball in last 12 months	28	2.0%	71
Participated in swimming in last 12 months	191	13.3%	82
Participated in target shooting in last 12 months	62	4.3%	99
Participated in tennis in last 12 months	28	2.0%	56
Participated in volleyball in last 12 months	49	3.4%	104
Participated in walking for exercise in last 12 months	300	20.9%	86
Participated in weight lifting in last 12 months	94	6.6%	63
Participated in yoga in last 12 months	59	4.1%	50
Participated in Zumba in last 12 mos	39	2.7%	73
Spent on sports/rec equip in last 12 months: \$1-99	95	6.6%	99
Spent on sports/rec equip in last 12 months: \$100-\$249	88	6.1%	98
Spent on sports/rec equip in last 12 months: \$250+	109	7.6%	96
Attend sports events	204	14.2%	84
Attend sports events: baseball game - MLB reg seas	46	3.2%	56
Attend sports events: basketball game-NBA reg seas	10	0.7%	42
Attend sports events: football game (college)	50	3.5%	100
Attend sports events: football game - NFL weekend	27	1.9%	90
Attend sports events: high school sports	67	4.7%	145

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	144	10.0%	87
Watch sports on TV	773	53.9%	92
Watch on TV: alpine skiing/ski jumping	34	2.4%	80
Watch on TV: auto racing (NASCAR)	203	14.2%	135
Watch on TV: auto racing (not NASCAR)	61	4.3%	100
Watch on TV: baseball (MLB regular season)	198	13.8%	71
Watch on TV: baseball (MLB playoffs/World Series)	186	13.0%	76
Watch on TV: basketball (college)	182	12.7%	98
Watch on TV: basketball (NCAA tournament)	160	11.2%	86
Watch on TV: basketball (NBA regular season)	125	8.7%	57
Watch on TV: basketball (NBA playoffs/finals)	157	11.0%	65
Watch on TV: basketball (WNBA)	35	2.4%	84
Watch on TV: bicycle racing	25	1.7%	78
Watch on TV: bowling	29	2.0%	96
Watch on TV: boxing	51	3.6%	53
Watch on TV: bull riding (pro)	61	4.3%	144
Watch on TV: Equestrian events	30	2.1%	93
Watch on TV: extreme sports (summer)	50	3.5%	97
Watch on TV: extreme sports (winter)	56	3.9%	97
Watch on TV: figure skating	68	4.7%	86
Watch on TV: fishing	70	4.9%	105
Watch on TV: football (college)	340	23.7%	101
Watch on TV: football (NFL Mon/Thurs night games)	416	29.0%	90
Watch on TV: football (NFL weekend games)	438	30.6%	93
Watch on TV: football (NFL playoffs/Super Bowl)	434	30.3%	90
Watch on TV: golf (PGA)	152	10.6%	91
Watch on TV: golf (LPGA)	37	2.6%	67
Watch on TV: gymnastics	71	5.0%	87
Watch on TV: high school sports	99	6.9%	141
Watch on TV: horse racing (at track or OTB)	48	3.3%	114
Watch on TV: ice hockey (NHL regular season)	109	7.6%	86
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	109	7.6%	89
Watch on TV: mixed martial arts (MMA)	37	2.6%	65
Watch on TV: motorcycle racing	41	2.9%	97
Watch on TV: Olympics (summer)	189	13.2%	83
Watch on TV: Olympics (winter)	171	11.9%	106
Watch on TV: rodeo	75	5.2%	168
Watch on TV: soccer (MLS)	44	3.1%	61
Watch on TV: soccer (World Cup)	62	4.3%	53
Watch on TV: tennis (men`s)	64	4.5%	74
Watch on TV: tennis (women`s)	67	4.7%	76
Watch on TV: track & field	42	2.9%	74
Watch on TV: volleyball (pro beach)	33	2.3%	85
Watch on TV: wrestling (WWE)	100	7.0%	137
Interest in sports: college basketball Super Fan	50	3.5%	94
Interest in sports: college football Super Fan	102	7.1%	89
Interest in sports: golf Super Fan	25	1.7%	88
Interest in sports: high school sports Super Fan	42	2.9%	99
Interest in sports: MLB Super Fan	57	4.0%	77
Interest in sports: NASCAR Super Fan	42	2.9%	97
Interest in sports: NBA Super Fan	51	3.6%	64
Interest in sports: NFL Super Fan	173	12.1%	96
Interest in sports: NHL Super Fan	33	2.3%	67
Interest in sports: soccer Super Fan	18	1.3%	43

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	191	13.3%	112
Member of charitable organization	52	3.6%	82
Member of church board	44	3.1%	106
Member of fraternal order	43	3.0%	124
Member of religious club	63	4.4%	121
Member of union	53	3.7%	97
Member of veterans club	45	3.1%	126
Attended adult education course in last 12 months	61	4.3%	54
Went to art gallery in last 12 months	40	2.8%	35
Attended auto show in last 12 months	68	4.7%	80
Did baking in last 12 months	297	20.7%	89
Went to bar/night club in last 12 months	191	13.3%	76
Went to beach in last 12 months	281	19.6%	70
Played billiards/pool in last 12 months	77	5.4%	81
Played bingo in last 12 months	42	2.9%	72
Did birdwatching in last 12 months	58	4.0%	91
Played board game in last 12 months	173	12.1%	82
Read book in last 12 months	429	29.9%	89
Participated in book club in last 12 months	16	1.1%	38
Went on overnight camping trip in last 12 months	150	10.5%	86
Played cards in last 12 months	229	16.0%	99
Played chess in last 12 months	46	3.2%	91
Played computer game (offline w/software)/12 months	75	5.2%	79
Played computer game (online w/o software)/12 months	162	11.3%	93
Cooked for fun in last 12 months	252	17.6%	80
Did crossword puzzle in last 12 months	125	8.7%	89
Danced/went dancing in last 12 months	81	5.7%	74
Attended dance performance in last 12 months	35	2.4%	58
Dined out in last 12 months	602	42.0%	82
Participated in fantasy sports league last 12 months	55	3.8%	79
Participated in tailgating in last 12 months	62	4.3%	93
Did furniture refinishing in last 12 months	36	2.5%	68
Gambled at casino in last 12 months	157	11.0%	85
Gambled in Las Vegas in last 12 months	20	1.4%	41
Participate in indoor gardening/plant care	115	8.0%	87
Attended horse races in last 12 months	27	1.9%	81
Participated in karaoke in last 12 months	45	3.1%	79
Bought lottery ticket in last 12 months	469	32.7%	91
Played lottery 6+ times in last 30 days	156	10.9%	103
Bought lottery ticket in last 12 months: Daily Drawing	49	3.4%	102
Bought lottery ticket in last 12 months: Instant Game	234	16.3%	92
Bought lottery ticket in last 12 months: Mega Millions	180	12.6%	80
Bought lottery ticket in last 12 months: Powerball	319	22.3%	101
Attended a movie in last 6 months	695	48.5%	82
Attended movie in last 90 days: once/week or more	24	1.7%	71
Attended movie in last 90 days: 2-3 times a month	44	3.1%	49
Attended movie in last 90 days: once a month	93	6.5%	65
Attended movie in last 90 days: < once a month	446	31.1%	87
Movie genre seen at theater/6 months: action	297	20.7%	75

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	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	344	24.0%	77
Movie genre seen at theater/6 months: comedy	304	21.2%	87
Movie genre seen at theater/6 months: crime	119	8.3%	76
Movie genre seen at theater/6 months: drama	262	18.3%	78
Movie genre seen at theater/6 months: family	134	9.4%	91
Movie genre seen at theater/6 months: fantasy	143	10.0%	72
Movie genre seen at theater/6 months: horror	59	4.1%	77
Movie genre seen at theater/6 months: romance	89	6.2%	79
Movie genre seen at theater/6 months: science fiction	181	12.6%	64
Movie genre seen at theater/6 months: thriller	174	12.1%	70
Went to museum in last 12 months	100	7.0%	54
Attended classical music/opera performance/12 months	29	2.0%	54
Attended country music performance in last 12 months	96	6.7%	102
Attended rock music performance in last 12 months	114	8.0%	84
Played musical instrument in last 12 months	77	5.4%	72
Did painting/drawing in last 12 months	85	5.9%	78
Did photo album/scrapbooking in last 12 months	44	3.1%	69
Did photography in last 12 months	117	8.2%	78
Did Sudoku puzzle in last 12 months	100	7.0%	89
Went to live theater in last 12 months	98	6.8%	59
Visited a theme park in last 12 months	162	11.3%	60
Visited a theme park 5+ times in last 12 months	35	2.4%	61
Participated in trivia games in last 12 months	73	5.1%	77
Played video/electronic game (console) last 12 months	114	8.0%	87
Played video/electronic game (portable) last 12 months	48	3.3%	65
Visited an indoor water park in last 12 months	39	2.7%	83
Did woodworking in last 12 months	59	4.1%	91
Participated in word games in last 12 months	114	8.0%	77
Went to zoo in last 12 months	145	10.1%	80
Purchased DVDs in last 30 days: 1	43	3.0%	116
Purchased DVDs in last 30 days: 2	28	2.0%	96
Purchased DVDs in last 30 days: 3+	68	4.7%	124
Purchased DVD/Blu-ray disc online in last 12 months	82	5.7%	86
Rented DVDs in last 30 days: 1	39	2.7%	76
Rented DVDs in last 30 days: 2	40	2.8%	75
Rented DVDs in last 30 days: 3+	146	10.2%	113
Rented movie/oth video/30 days: action/adventure	265	18.5%	86
Rented movie/oth video/30 days: classics	77	5.4%	84
Rented movie/oth video/30 days: comedy	247	17.2%	83
Rented movie/oth video/30 days: drama	151	10.5%	72
Rented movie/oth video/30 days: family/children	135	9.4%	93
Rented movie/oth video/30 days: foreign	31	2.2%	86
Rented movie/oth video/30 days: horror	120	8.4%	117
Rented movie/oth video/30 days: musical	28	2.0%	71
Rented movie/oth video/30 days: news/documentary	35	2.4%	59
Rented movie/oth video/30 days: romance	105	7.3%	94
Rented movie/oth video/30 days: science fiction	78	5.4%	74
Rented movie/oth video/30 days: TV show	100	7.0%	88
Rented movie/oth video/30 days: western	43	3.0%	111

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	70	4.9%	65
Rented DVD/Blu-ray/30 days: from netflix.com	175	12.2%	91
Rented/purch DVD/Blu-ray/30 days: from Redbox	238	16.6%	98
HH owns ATV/UTV	76	10.4%	179
Bought any children`s toy/game in last 12 months	458	32.0%	98
Spent on toys/games for child last 12 months: <\$50	86	6.0%	100
Spent on toys/games for child last 12 months: \$50-99	35	2.4%	96
Spent on toys/games for child last 12 months: \$100-199	83	5.8%	93
Spent on toys/games for child last 12 months: \$200-499	115	8.0%	90
Spent on toys/games for child last 12 months: \$500+	73	5.1%	109
Bought any toys/games online in last 12 months	115	8.0%	86
Bought infant toy in last 12 months	122	8.5%	128
Bought pre-school toy in last 12 months	139	9.7%	141
Bought for child last 12 months: boy action figure	154	10.7%	135
Bought for child last 12 months: girl action figure	46	3.2%	94
Bought for child last 12 months: action game	56	3.9%	155
Bought for child last 12 months: bicycle	114	8.0%	133
Bought for child last 12 months: board game	161	11.2%	101
Bought for child last 12 months: builder set	93	6.5%	126
Bought for child last 12 months: car	142	9.9%	123
Bought for child last 12 months: construction toy	87	6.1%	106
Bought for child last 12 months: fashion doll	90	6.3%	145
Bought for child last 12 months: large/baby doll	108	7.5%	108
Bought for child last 12 months: doll accessories	70	4.9%	127
Bought for child last 12 months: doll clothing	89	6.2%	152
Bought for child last 12 months: educational toy	179	12.5%	106
Bought for child last 12 months: electronic doll/animal	51	3.6%	129
Bought for child last 12 months: electronic game	88	6.1%	111
Bought for child last 12 months: mechanical toy	62	4.3%	109
Bought for child last 12 months: model kit/set	53	3.7%	126
Bought for child last 12 months: plush doll/animal	140	9.8%	120
Bought for child last 12 months: sound game	30	2.1%	110
Bought for child last 12 months: water toy	155	10.8%	117
Bought for child last 12 months: word game	46	3.2%	128

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	133	9.3%	70
Bought hardcover book in last 12 months	241	16.8%	85
Bought paperback book in last 12 months	370	25.8%	89
Bought 1-3 books in last 12 months	235	16.4%	83
Bought 4-6 books in last 12 months	137	9.6%	103
Bought 7+ books in last 12 months	198	13.8%	86
Bought book (fiction) in last 12 months	300	20.9%	85
Bought book (non-fiction) in last 12 months	266	18.6%	82
Bought biography in last 12 months	85	5.9%	87
Bought children`s book in last 12 months	142	9.9%	109
Bought cookbook in last 12 months	148	10.3%	142
Bought history book in last 12 months	90	6.3%	75
Bought mystery book in last 12 months	142	9.9%	97
Bought novel in last 12 months	154	10.7%	79
Bought religious book (not bible) in last 12 mo	101	7.0%	108
Bought romance book in last 12 months	113	7.9%	133
Bought science fiction book in last 12 months	85	5.9%	105
Bought personal/business self-help book last 12 months	61	4.3%	67
Bought travel book in last 12 months	21	1.5%	70
Bought book online in last 12 months	153	10.7%	53
Bought book last 12 months: amazon.com	173	12.1%	62
Bought book last 12 months: barnes&noble.com	20	1.4%	63
Bought book last 12 months: Barnes & Noble book store	112	7.8%	60
Bought book last 12 months: other book store (not B&N)	133	9.3%	92
Bought book last 12 months: mail order	31	2.2%	110
Listened to/purchased audiobook in last 6 months	51	3.6%	66

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Demographic Summary		2018	2023
Population		3,901	3,941
Population 18+		3,142	3,173
Households		1,608	1,629
Median Household Income		\$35,630	\$38,252

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Participated in aerobics in last 12 months	140	4.5%	57
Participated in archery in last 12 months	69	2.2%	82
Participated in backpacking in last 12 months	85	2.7%	75
Participated in baseball in last 12 months	115	3.7%	88
Participated in basketball in last 12 months	174	5.5%	67
Participated in bicycling (mountain) in last 12 months	90	2.9%	70
Participated in bicycling (road) in last 12 months	243	7.7%	76
Participated in boating (power) in last 12 months	131	4.2%	81
Participated in bowling in last 12 months	199	6.3%	66
Participated in canoeing/kayaking in last 12 months	157	5.0%	76
Participated in fishing (fresh water) in last 12 months	487	15.5%	135
Participated in fishing (salt water) in last 12 months	99	3.2%	83
Participated in football in last 12 months	135	4.3%	98
Participated in Frisbee in last 12 months	76	2.4%	58
Participated in golf in last 12 months	215	6.8%	79
Participated in hiking in last 12 months	217	6.9%	57
Participated in horseback riding in last 12 months	67	2.1%	94
Participated in hunting with rifle in last 12 months	204	6.5%	153
Participated in hunting with shotgun in last 12 months	178	5.7%	168
Participated in ice skating in last 12 months	60	1.9%	64
Participated in jogging/running in last 12 months	260	8.3%	64
Participated in motorcycling in last 12 months	130	4.1%	129
Participated in Pilates in last 12 months	64	2.0%	73
Participated in ping pong in last 12 mos	61	1.9%	51
Participated in rock climbing in last 12 mos	21	0.7%	39
Participated in skiing (downhill) in last 12 months	54	1.7%	57
Participated in soccer in last 12 months	75	2.4%	58
Participated in softball in last 12 months	62	2.0%	72
Participated in swimming in last 12 months	423	13.5%	83
Participated in target shooting in last 12 months	137	4.4%	100
Participated in tennis in last 12 months	62	2.0%	57
Participated in volleyball in last 12 months	108	3.4%	105
Participated in walking for exercise in last 12 months	685	21.8%	90
Participated in weight lifting in last 12 months	206	6.6%	63
Participated in yoga in last 12 months	131	4.2%	51
Participated in Zumba in last 12 mos	87	2.8%	74
Spent on sports/rec equip in last 12 months: \$1-99	207	6.6%	98
Spent on sports/rec equip in last 12 months: \$100-\$249	198	6.3%	100
Spent on sports/rec equip in last 12 months: \$250+	236	7.5%	95
Attend sports events	446	14.2%	84
Attend sports events: baseball game - MLB reg seas	101	3.2%	56
Attend sports events: basketball game-NBA reg seas	23	0.7%	45
Attend sports events: football game (college)	108	3.4%	99
Attend sports events: football game - NFL weekend	57	1.8%	87
Attend sports events: high school sports	144	4.6%	142

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	321	10.2%	88
Watch sports on TV	1,723	54.8%	94
Watch on TV: alpine skiing/ski jumping	74	2.4%	80
Watch on TV: auto racing (NASCAR)	465	14.8%	142
Watch on TV: auto racing (not NASCAR)	143	4.6%	107
Watch on TV: baseball (MLB regular season)	464	14.8%	75
Watch on TV: baseball (MLB playoffs/World Series)	426	13.6%	79
Watch on TV: basketball (college)	400	12.7%	99
Watch on TV: basketball (NCAA tournament)	384	12.2%	95
Watch on TV: basketball (NBA regular season)	286	9.1%	59
Watch on TV: basketball (NBA playoffs/finals)	359	11.4%	68
Watch on TV: basketball (WNBA)	78	2.5%	85
Watch on TV: bicycle racing	54	1.7%	76
Watch on TV: bowling	63	2.0%	95
Watch on TV: boxing	122	3.9%	58
Watch on TV: bull riding (pro)	139	4.4%	150
Watch on TV: Equestrian events	66	2.1%	93
Watch on TV: extreme sports (summer)	107	3.4%	95
Watch on TV: extreme sports (winter)	119	3.8%	94
Watch on TV: figure skating	148	4.7%	85
Watch on TV: fishing	168	5.3%	115
Watch on TV: football (college)	767	24.4%	103
Watch on TV: football (NFL Mon/Thurs night games)	926	29.5%	92
Watch on TV: football (NFL weekend games)	970	30.9%	94
Watch on TV: football (NFL playoffs/Super Bowl)	975	31.0%	93
Watch on TV: golf (PGA)	336	10.7%	91
Watch on TV: golf (LPGA)	83	2.6%	69
Watch on TV: gymnastics	154	4.9%	86
Watch on TV: high school sports	206	6.6%	134
Watch on TV: horse racing (at track or OTB)	102	3.2%	110
Watch on TV: ice hockey (NHL regular season)	232	7.4%	84
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	230	7.3%	85
Watch on TV: mixed martial arts (MMA)	82	2.6%	66
Watch on TV: motorcycle racing	92	2.9%	99
Watch on TV: Olympics (summer)	433	13.8%	87
Watch on TV: Olympics (winter)	374	11.9%	106
Watch on TV: rodeo	169	5.4%	173
Watch on TV: soccer (MLS)	99	3.2%	63
Watch on TV: soccer (World Cup)	136	4.3%	53
Watch on TV: tennis (men`s)	138	4.4%	73
Watch on TV: tennis (women`s)	140	4.5%	73
Watch on TV: track & field	97	3.1%	78
Watch on TV: volleyball (pro beach)	71	2.3%	83
Watch on TV: wrestling (WWE)	217	6.9%	136
Interest in sports: college basketball Super Fan	102	3.2%	87
Interest in sports: college football Super Fan	224	7.1%	89
Interest in sports: golf Super Fan	56	1.8%	90
Interest in sports: high school sports Super Fan	93	3.0%	100
Interest in sports: MLB Super Fan	125	4.0%	77
Interest in sports: NASCAR Super Fan	93	3.0%	98
Interest in sports: NBA Super Fan	99	3.2%	57
Interest in sports: NFL Super Fan	375	11.9%	95
Interest in sports: NHL Super Fan	70	2.2%	65
Interest in sports: soccer Super Fan	41	1.3%	44

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Sports and Leisure Market Potential

27 E Main St, Ware Shoals, South Carolina, 29692 3
 27 E Main St, Ware Shoals, South Carolina, 29692
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 34.40075
 Longitude: -82.24352

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	413	13.1%	110
Member of charitable organization	118	3.8%	85
Member of church board	98	3.1%	108
Member of fraternal order	92	2.9%	121
Member of religious club	130	4.1%	114
Member of union	113	3.6%	94
Member of veterans club	99	3.2%	127
Attended adult education course in last 12 months	131	4.2%	53
Went to art gallery in last 12 months	87	2.8%	35
Attended auto show in last 12 months	152	4.8%	82
Did baking in last 12 months	673	21.4%	92
Went to bar/night club in last 12 months	428	13.6%	78
Went to beach in last 12 months	603	19.2%	68
Played billiards/pool in last 12 months	167	5.3%	80
Played bingo in last 12 months	97	3.1%	76
Did birdwatching in last 12 months	133	4.2%	95
Played board game in last 12 months	381	12.1%	83
Read book in last 12 months	956	30.4%	90
Participated in book club in last 12 months	34	1.1%	37
Went on overnight camping trip in last 12 months	350	11.1%	91
Played cards in last 12 months	508	16.2%	100
Played chess in last 12 months	98	3.1%	89
Played computer game (offline w/software)/12 months	168	5.3%	80
Played computer game (online w/o software)/12 months	354	11.3%	93
Cooked for fun in last 12 months	568	18.1%	83
Did crossword puzzle in last 12 months	273	8.7%	88
Danced/went dancing in last 12 months	176	5.6%	74
Attended dance performance in last 12 months	76	2.4%	57
Dined out in last 12 months	1,370	43.6%	85
Participated in fantasy sports league last 12 months	120	3.8%	79
Participated in tailgating in last 12 months	135	4.3%	92
Did furniture refinishing in last 12 months	81	2.6%	70
Gambled at casino in last 12 months	344	10.9%	85
Gambled in Las Vegas in last 12 months	43	1.4%	41
Participate in indoor gardening/plant care	276	8.8%	96
Attended horse races in last 12 months	59	1.9%	81
Participated in karaoke in last 12 months	98	3.1%	79
Bought lottery ticket in last 12 months	1,048	33.4%	93
Played lottery 6+ times in last 30 days	344	10.9%	103
Bought lottery ticket in last 12 months: Daily Drawing	101	3.2%	96
Bought lottery ticket in last 12 months: Instant Game	533	17.0%	96
Bought lottery ticket in last 12 months: Mega Millions	402	12.8%	82
Bought lottery ticket in last 12 months: Powerball	710	22.6%	103
Attended a movie in last 6 months	1,513	48.2%	81
Attended movie in last 90 days: once/week or more	52	1.7%	70
Attended movie in last 90 days: 2-3 times a month	97	3.1%	50
Attended movie in last 90 days: once a month	188	6.0%	60
Attended movie in last 90 days: < once a month	1,005	32.0%	89
Movie genre seen at theater/6 months: action	633	20.1%	73

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	741	23.6%	76
Movie genre seen at theater/6 months: comedy	641	20.4%	84
Movie genre seen at theater/6 months: crime	247	7.9%	72
Movie genre seen at theater/6 months: drama	562	17.9%	76
Movie genre seen at theater/6 months: family	288	9.2%	90
Movie genre seen at theater/6 months: fantasy	320	10.2%	73
Movie genre seen at theater/6 months: horror	130	4.1%	78
Movie genre seen at theater/6 months: romance	190	6.0%	77
Movie genre seen at theater/6 months: science fiction	391	12.4%	63
Movie genre seen at theater/6 months: thriller	370	11.8%	68
Went to museum in last 12 months	213	6.8%	52
Attended classical music/opera performance/12 months	63	2.0%	54
Attended country music performance in last 12 months	213	6.8%	103
Attended rock music performance in last 12 months	249	7.9%	84
Played musical instrument in last 12 months	178	5.7%	76
Did painting/drawing in last 12 months	178	5.7%	74
Did photo album/scrapbooking in last 12 months	95	3.0%	68
Did photography in last 12 months	265	8.4%	81
Did Sudoku puzzle in last 12 months	222	7.1%	90
Went to live theater in last 12 months	212	6.7%	58
Visited a theme park in last 12 months	347	11.0%	58
Visited a theme park 5+ times in last 12 months	78	2.5%	62
Participated in trivia games in last 12 months	157	5.0%	75
Played video/electronic game (console) last 12 months	250	8.0%	87
Played video/electronic game (portable) last 12 months	104	3.3%	64
Visited an indoor water park in last 12 months	86	2.7%	84
Did woodworking in last 12 months	140	4.5%	98
Participated in word games in last 12 months	270	8.6%	83
Went to zoo in last 12 months	309	9.8%	78
Purchased DVDs in last 30 days: 1	97	3.1%	119
Purchased DVDs in last 30 days: 2	63	2.0%	99
Purchased DVDs in last 30 days: 3+	150	4.8%	124
Purchased DVD/Blu-ray disc online in last 12 months	180	5.7%	86
Rented DVDs in last 30 days: 1	87	2.8%	78
Rented DVDs in last 30 days: 2	86	2.7%	74
Rented DVDs in last 30 days: 3+	314	10.0%	111
Rented movie/oth video/30 days: action/adventure	591	18.8%	88
Rented movie/oth video/30 days: classics	169	5.4%	84
Rented movie/oth video/30 days: comedy	557	17.7%	85
Rented movie/oth video/30 days: drama	342	10.9%	74
Rented movie/oth video/30 days: family/children	310	9.9%	98
Rented movie/oth video/30 days: foreign	66	2.1%	83
Rented movie/oth video/30 days: horror	249	7.9%	110
Rented movie/oth video/30 days: musical	62	2.0%	72
Rented movie/oth video/30 days: news/documentary	77	2.5%	59
Rented movie/oth video/30 days: romance	231	7.4%	94
Rented movie/oth video/30 days: science fiction	181	5.8%	78
Rented movie/oth video/30 days: TV show	220	7.0%	89
Rented movie/oth video/30 days: western	96	3.1%	113

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Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	153	4.9%	65
Rented DVD/Blu-ray/30 days: from netflix.com	383	12.2%	91
Rented/purch DVD/Blu-ray/30 days: from Redbox	518	16.5%	97
HH owns ATV/UTV	185	11.5%	197
Bought any children`s toy/game in last 12 months	1,007	32.0%	98
Spent on toys/games for child last 12 months: <\$50	191	6.1%	101
Spent on toys/games for child last 12 months: \$50-99	80	2.5%	100
Spent on toys/games for child last 12 months: \$100-199	196	6.2%	101
Spent on toys/games for child last 12 months: \$200-499	248	7.9%	89
Spent on toys/games for child last 12 months: \$500+	152	4.8%	104
Bought any toys/games online in last 12 months	249	7.9%	85
Bought infant toy in last 12 months	275	8.8%	132
Bought pre-school toy in last 12 months	293	9.3%	136
Bought for child last 12 months: boy action figure	309	9.8%	124
Bought for child last 12 months: girl action figure	98	3.1%	91
Bought for child last 12 months: action game	118	3.8%	149
Bought for child last 12 months: bicycle	235	7.5%	125
Bought for child last 12 months: board game	356	11.3%	102
Bought for child last 12 months: builder set	192	6.1%	118
Bought for child last 12 months: car	292	9.3%	116
Bought for child last 12 months: construction toy	183	5.8%	102
Bought for child last 12 months: fashion doll	187	6.0%	138
Bought for child last 12 months: large/baby doll	233	7.4%	106
Bought for child last 12 months: doll accessories	153	4.9%	126
Bought for child last 12 months: doll clothing	187	6.0%	145
Bought for child last 12 months: educational toy	380	12.1%	103
Bought for child last 12 months: electronic doll/animal	98	3.1%	113
Bought for child last 12 months: electronic game	188	6.0%	108
Bought for child last 12 months: mechanical toy	132	4.2%	106
Bought for child last 12 months: model kit/set	102	3.2%	111
Bought for child last 12 months: plush doll/animal	300	9.5%	117
Bought for child last 12 months: sound game	68	2.2%	114
Bought for child last 12 months: water toy	317	10.1%	109
Bought for child last 12 months: word game	98	3.1%	124

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Sports and Leisure Market Potential

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Prepared by Esri
 Latitude: 34.40075
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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	284	9.0%	68
Bought hardcover book in last 12 months	518	16.5%	83
Bought paperback book in last 12 months	805	25.6%	88
Bought 1-3 books in last 12 months	519	16.5%	84
Bought 4-6 books in last 12 months	302	9.6%	103
Bought 7+ books in last 12 months	411	13.1%	81
Bought book (fiction) in last 12 months	656	20.9%	85
Bought book (non-fiction) in last 12 months	570	18.1%	81
Bought biography in last 12 months	177	5.6%	83
Bought children`s book in last 12 months	285	9.1%	100
Bought cookbook in last 12 months	302	9.6%	133
Bought history book in last 12 months	199	6.3%	75
Bought mystery book in last 12 months	322	10.2%	101
Bought novel in last 12 months	345	11.0%	81
Bought religious book (not bible) in last 12 mo	210	6.7%	103
Bought romance book in last 12 months	245	7.8%	132
Bought science fiction book in last 12 months	188	6.0%	106
Bought personal/business self-help book last 12 months	132	4.2%	66
Bought travel book in last 12 months	46	1.5%	70
Bought book online in last 12 months	355	11.3%	56
Bought book last 12 months: amazon.com	376	12.0%	61
Bought book last 12 months: barnes&noble.com	43	1.4%	62
Bought book last 12 months: Barnes & Noble book store	252	8.0%	62
Bought book last 12 months: other book store (not B&N)	285	9.1%	90
Bought book last 12 months: mail order	66	2.1%	107
Listened to/purchased audiobook in last 6 months	114	3.6%	67

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Sports and Leisure Market Potential

27 E Main St, Ware Shoals, South Carolina, 29692 3
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 Ring: 5 mile radius

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Demographic Summary		2018	2023
Population		6,704	6,783
Population 18+		5,393	5,466
Households		2,722	2,757
Median Household Income		\$37,505	\$40,101

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	250	4.6%	59
Participated in archery in last 12 months	148	2.7%	102
Participated in backpacking in last 12 months	125	2.3%	64
Participated in baseball in last 12 months	200	3.7%	89
Participated in basketball in last 12 months	275	5.1%	62
Participated in bicycling (mountain) in last 12 months	134	2.5%	61
Participated in bicycling (road) in last 12 months	361	6.7%	66
Participated in boating (power) in last 12 months	238	4.4%	86
Participated in bowling in last 12 months	337	6.2%	65
Participated in canoeing/kayaking in last 12 months	254	4.7%	72
Participated in fishing (fresh water) in last 12 months	862	16.0%	139
Participated in fishing (salt water) in last 12 months	179	3.3%	87
Participated in football in last 12 months	211	3.9%	89
Participated in Frisbee in last 12 months	126	2.3%	56
Participated in golf in last 12 months	346	6.4%	74
Participated in hiking in last 12 months	378	7.0%	58
Participated in horseback riding in last 12 months	139	2.6%	114
Participated in hunting with rifle in last 12 months	423	7.8%	185
Participated in hunting with shotgun in last 12 months	336	6.2%	185
Participated in ice skating in last 12 months	93	1.7%	58
Participated in jogging/running in last 12 months	402	7.5%	58
Participated in motorcycling in last 12 months	219	4.1%	127
Participated in Pilates in last 12 months	105	1.9%	70
Participated in ping pong in last 12 mos	112	2.1%	55
Participated in rock climbing in last 12 mos	43	0.8%	47
Participated in skiing (downhill) in last 12 months	85	1.6%	53
Participated in soccer in last 12 months	121	2.2%	54
Participated in softball in last 12 months	114	2.1%	77
Participated in swimming in last 12 months	687	12.7%	79
Participated in target shooting in last 12 months	243	4.5%	104
Participated in tennis in last 12 months	103	1.9%	55
Participated in volleyball in last 12 months	179	3.3%	101
Participated in walking for exercise in last 12 months	1,080	20.0%	82
Participated in weight lifting in last 12 months	355	6.6%	63
Participated in yoga in last 12 months	225	4.2%	51
Participated in Zumba in last 12 mos	145	2.7%	72
Spent on sports/rec equip in last 12 months: \$1-99	325	6.0%	90
Spent on sports/rec equip in last 12 months: \$100-\$249	351	6.5%	103
Spent on sports/rec equip in last 12 months: \$250+	433	8.0%	102
Attend sports events	718	13.3%	79
Attend sports events: baseball game - MLB reg seas	153	2.8%	50
Attend sports events: basketball game-NBA reg seas	43	0.8%	49
Attend sports events: football game (college)	179	3.3%	95
Attend sports events: football game - NFL weekend	75	1.4%	66
Attend sports events: high school sports	216	4.0%	124

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	510	9.5%	82
Watch sports on TV	2,875	53.3%	91
Watch on TV: alpine skiing/ski jumping	121	2.2%	76
Watch on TV: auto racing (NASCAR)	774	14.4%	137
Watch on TV: auto racing (not NASCAR)	248	4.6%	108
Watch on TV: baseball (MLB regular season)	722	13.4%	68
Watch on TV: baseball (MLB playoffs/World Series)	647	12.0%	70
Watch on TV: basketball (college)	649	12.0%	93
Watch on TV: basketball (NCAA tournament)	613	11.4%	88
Watch on TV: basketball (NBA regular season)	512	9.5%	62
Watch on TV: basketball (NBA playoffs/finals)	610	11.3%	67
Watch on TV: basketball (WNBA)	141	2.6%	90
Watch on TV: bicycle racing	82	1.5%	68
Watch on TV: bowling	107	2.0%	94
Watch on TV: boxing	231	4.3%	64
Watch on TV: bull riding (pro)	262	4.9%	164
Watch on TV: Equestrian events	111	2.1%	92
Watch on TV: extreme sports (summer)	173	3.2%	89
Watch on TV: extreme sports (winter)	188	3.5%	87
Watch on TV: figure skating	241	4.5%	81
Watch on TV: fishing	332	6.2%	132
Watch on TV: football (college)	1,282	23.8%	101
Watch on TV: football (NFL Mon/Thurs night games)	1,535	28.5%	88
Watch on TV: football (NFL weekend games)	1,546	28.7%	88
Watch on TV: football (NFL playoffs/Super Bowl)	1,579	29.3%	87
Watch on TV: golf (PGA)	542	10.1%	86
Watch on TV: golf (LPGA)	158	2.9%	76
Watch on TV: gymnastics	248	4.6%	81
Watch on TV: high school sports	332	6.2%	126
Watch on TV: horse racing (at track or OTB)	165	3.1%	104
Watch on TV: ice hockey (NHL regular season)	315	5.8%	66
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	304	5.6%	66
Watch on TV: mixed martial arts (MMA)	164	3.0%	76
Watch on TV: motorcycle racing	168	3.1%	105
Watch on TV: Olympics (summer)	673	12.5%	79
Watch on TV: Olympics (winter)	586	10.9%	97
Watch on TV: rodeo	309	5.7%	184
Watch on TV: soccer (MLS)	168	3.1%	62
Watch on TV: soccer (World Cup)	224	4.2%	51
Watch on TV: tennis (men`s)	218	4.0%	67
Watch on TV: tennis (women`s)	232	4.3%	70
Watch on TV: track & field	176	3.3%	82
Watch on TV: volleyball (pro beach)	111	2.1%	76
Watch on TV: wrestling (WWE)	372	6.9%	136
Interest in sports: college basketball Super Fan	192	3.6%	95
Interest in sports: college football Super Fan	450	8.3%	105
Interest in sports: golf Super Fan	95	1.8%	89
Interest in sports: high school sports Super Fan	155	2.9%	97
Interest in sports: MLB Super Fan	216	4.0%	78
Interest in sports: NASCAR Super Fan	169	3.1%	104
Interest in sports: NBA Super Fan	196	3.6%	66
Interest in sports: NFL Super Fan	606	11.2%	89
Interest in sports: NHL Super Fan	97	1.8%	52
Interest in sports: soccer Super Fan	66	1.2%	42

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	654	12.1%	102
Member of charitable organization	206	3.8%	86
Member of church board	179	3.3%	115
Member of fraternal order	128	2.4%	98
Member of religious club	213	3.9%	109
Member of union	161	3.0%	78
Member of veterans club	157	2.9%	117
Attended adult education course in last 12 months	225	4.2%	53
Went to art gallery in last 12 months	151	2.8%	35
Attended auto show in last 12 months	253	4.7%	79
Did baking in last 12 months	1,073	19.9%	85
Went to bar/night club in last 12 months	633	11.7%	67
Went to beach in last 12 months	1,024	19.0%	67
Played billiards/pool in last 12 months	262	4.9%	73
Played bingo in last 12 months	170	3.2%	78
Did birdwatching in last 12 months	224	4.2%	93
Played board game in last 12 months	585	10.8%	74
Read book in last 12 months	1,512	28.0%	83
Participated in book club in last 12 months	57	1.1%	36
Went on overnight camping trip in last 12 months	557	10.3%	85
Played cards in last 12 months	783	14.5%	90
Played chess in last 12 months	141	2.6%	74
Played computer game (offline w/software)/12 months	298	5.5%	83
Played computer game (online w/o software)/12 months	614	11.4%	94
Cooked for fun in last 12 months	946	17.5%	80
Did crossword puzzle in last 12 months	445	8.3%	84
Danced/went dancing in last 12 months	274	5.1%	67
Attended dance performance in last 12 months	118	2.2%	52
Dined out in last 12 months	2,302	42.7%	84
Participated in fantasy sports league last 12 months	174	3.2%	67
Participated in tailgating in last 12 months	212	3.9%	84
Did furniture refinishing in last 12 months	155	2.9%	78
Gambled at casino in last 12 months	552	10.2%	79
Gambled in Las Vegas in last 12 months	65	1.2%	36
Participate in indoor gardening/plant care	464	8.6%	94
Attended horse races in last 12 months	79	1.5%	63
Participated in karaoke in last 12 months	161	3.0%	75
Bought lottery ticket in last 12 months	1,734	32.2%	90
Played lottery 6+ times in last 30 days	541	10.0%	95
Bought lottery ticket in last 12 months: Daily Drawing	171	3.2%	95
Bought lottery ticket in last 12 months: Instant Game	897	16.6%	94
Bought lottery ticket in last 12 months: Mega Millions	687	12.7%	81
Bought lottery ticket in last 12 months: Powerball	1,148	21.3%	97
Attended a movie in last 6 months	2,511	46.6%	78
Attended movie in last 90 days: once/week or more	80	1.5%	63
Attended movie in last 90 days: 2-3 times a month	170	3.2%	51
Attended movie in last 90 days: once a month	311	5.8%	58
Attended movie in last 90 days: < once a month	1,644	30.5%	85
Movie genre seen at theater/6 months: action	1,038	19.2%	70

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Sports and Leisure Market Potential

27 E Main St, Ware Shoals, South Carolina, 29692 3
 27 E Main St, Ware Shoals, South Carolina, 29692
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 34.40075
 Longitude: -82.24352

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	1,218	22.6%	73
Movie genre seen at theater/6 months: comedy	1,047	19.4%	80
Movie genre seen at theater/6 months: crime	390	7.2%	66
Movie genre seen at theater/6 months: drama	896	16.6%	71
Movie genre seen at theater/6 months: family	489	9.1%	89
Movie genre seen at theater/6 months: fantasy	504	9.3%	67
Movie genre seen at theater/6 months: horror	227	4.2%	79
Movie genre seen at theater/6 months: romance	314	5.8%	74
Movie genre seen at theater/6 months: science fiction	647	12.0%	61
Movie genre seen at theater/6 months: thriller	637	11.8%	68
Went to museum in last 12 months	346	6.4%	50
Attended classical music/opera performance/12 months	100	1.9%	49
Attended country music performance in last 12 months	366	6.8%	104
Attended rock music performance in last 12 months	384	7.1%	76
Played musical instrument in last 12 months	315	5.8%	78
Did painting/drawing in last 12 months	321	6.0%	78
Did photo album/scrapbooking in last 12 months	154	2.9%	64
Did photography in last 12 months	442	8.2%	79
Did Sudoku puzzle in last 12 months	369	6.8%	87
Went to live theater in last 12 months	351	6.5%	56
Visited a theme park in last 12 months	591	11.0%	58
Visited a theme park 5+ times in last 12 months	138	2.6%	64
Participated in trivia games in last 12 months	246	4.6%	69
Played video/electronic game (console) last 12 months	414	7.7%	84
Played video/electronic game (portable) last 12 months	182	3.4%	65
Visited an indoor water park in last 12 months	131	2.4%	74
Did woodworking in last 12 months	241	4.5%	99
Participated in word games in last 12 months	468	8.7%	84
Went to zoo in last 12 months	510	9.5%	75
Purchased DVDs in last 30 days: 1	169	3.1%	121
Purchased DVDs in last 30 days: 2	114	2.1%	104
Purchased DVDs in last 30 days: 3+	289	5.4%	140
Purchased DVD/Blu-ray disc online in last 12 months	296	5.5%	83
Rented DVDs in last 30 days: 1	149	2.8%	78
Rented DVDs in last 30 days: 2	146	2.7%	73
Rented DVDs in last 30 days: 3+	541	10.0%	111
Rented movie/oth video/30 days: action/adventure	950	17.6%	82
Rented movie/oth video/30 days: classics	291	5.4%	85
Rented movie/oth video/30 days: comedy	899	16.7%	80
Rented movie/oth video/30 days: drama	548	10.2%	69
Rented movie/oth video/30 days: family/children	506	9.4%	93
Rented movie/oth video/30 days: foreign	110	2.0%	81
Rented movie/oth video/30 days: horror	408	7.6%	105
Rented movie/oth video/30 days: musical	114	2.1%	77
Rented movie/oth video/30 days: news/documentary	145	2.7%	65
Rented movie/oth video/30 days: romance	385	7.1%	91
Rented movie/oth video/30 days: science fiction	307	5.7%	77
Rented movie/oth video/30 days: TV show	325	6.0%	76
Rented movie/oth video/30 days: western	179	3.3%	123

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	256	4.7%	63
Rented DVD/Blu-ray/30 days: from netflix.com	563	10.4%	78
Rented/purch DVD/Blu-ray/30 days: from Redbox	852	15.8%	93
HH owns ATV/UTV	330	12.1%	208
Bought any children`s toy/game in last 12 months	1,732	32.1%	98
Spent on toys/games for child last 12 months: <\$50	329	6.1%	101
Spent on toys/games for child last 12 months: \$50-99	148	2.7%	108
Spent on toys/games for child last 12 months: \$100-199	334	6.2%	100
Spent on toys/games for child last 12 months: \$200-499	448	8.3%	93
Spent on toys/games for child last 12 months: \$500+	253	4.7%	100
Bought any toys/games online in last 12 months	379	7.0%	75
Bought infant toy in last 12 months	431	8.0%	120
Bought pre-school toy in last 12 months	497	9.2%	134
Bought for child last 12 months: boy action figure	536	9.9%	125
Bought for child last 12 months: girl action figure	158	2.9%	86
Bought for child last 12 months: action game	173	3.2%	127
Bought for child last 12 months: bicycle	404	7.5%	126
Bought for child last 12 months: board game	561	10.4%	94
Bought for child last 12 months: builder set	313	5.8%	112
Bought for child last 12 months: car	524	9.7%	121
Bought for child last 12 months: construction toy	337	6.2%	109
Bought for child last 12 months: fashion doll	327	6.1%	140
Bought for child last 12 months: large/baby doll	409	7.6%	109
Bought for child last 12 months: doll accessories	264	4.9%	127
Bought for child last 12 months: doll clothing	326	6.0%	148
Bought for child last 12 months: educational toy	653	12.1%	103
Bought for child last 12 months: electronic doll/animal	180	3.3%	121
Bought for child last 12 months: electronic game	328	6.1%	110
Bought for child last 12 months: mechanical toy	249	4.6%	117
Bought for child last 12 months: model kit/set	185	3.4%	117
Bought for child last 12 months: plush doll/animal	518	9.6%	118
Bought for child last 12 months: sound game	122	2.3%	119
Bought for child last 12 months: water toy	536	9.9%	108
Bought for child last 12 months: word game	155	2.9%	114

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	465	8.6%	65
Bought hardcover book in last 12 months	875	16.2%	82
Bought paperback book in last 12 months	1,305	24.2%	83
Bought 1-3 books in last 12 months	882	16.4%	83
Bought 4-6 books in last 12 months	499	9.3%	99
Bought 7+ books in last 12 months	708	13.1%	82
Bought book (fiction) in last 12 months	1,078	20.0%	81
Bought book (non-fiction) in last 12 months	941	17.4%	77
Bought biography in last 12 months	268	5.0%	73
Bought children`s book in last 12 months	505	9.4%	103
Bought cookbook in last 12 months	476	8.8%	122
Bought history book in last 12 months	304	5.6%	67
Bought mystery book in last 12 months	485	9.0%	88
Bought novel in last 12 months	522	9.7%	71
Bought religious book (not bible) in last 12 mo	378	7.0%	107
Bought romance book in last 12 months	379	7.0%	119
Bought science fiction book in last 12 months	293	5.4%	96
Bought personal/business self-help book last 12 months	208	3.9%	61
Bought travel book in last 12 months	79	1.5%	70
Bought book online in last 12 months	580	10.8%	53
Bought book last 12 months: amazon.com	604	11.2%	57
Bought book last 12 months: barnes&noble.com	68	1.3%	57
Bought book last 12 months: Barnes & Noble book store	426	7.9%	61
Bought book last 12 months: other book store (not B&N)	536	9.9%	99
Bought book last 12 months: mail order	103	1.9%	97
Listened to/purchased audiobook in last 6 months	186	3.4%	64

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